

EXECUTIVE DIRECTOR'S REPORT TO COUNCIL – (#66)

For January 2012 ASTTBC Council Meeting

(Covering the Period September 1, 2011 to December 31, 2011)

This Report covers the final third of 2011 during which there was considerable focus on professional regulatory initiatives such as Technology Registrations Canada, compilation of member surveys, the ASTTBC – APEGBC joint PTech Framework Group, securing a grant from the BC Government to further enhance ASTTBC's services to and for Internationally Trained professionals, development of the framework and policies for the soon-to-be-launched Electrical Work Practitioner Program developed jointly with the BC Safety Authority, launching a refreshed web site and the search for the next Registrar for ASTTBC. Technology Professionals Canada Leadership Council met to consider a report on national accreditation prepared for TPC by CSA. ASTTBC Council approved Work Plan and Budget 2012.

“For of those to whom much is given, much is required”

Bible (Luke 12:48)

GOAL #1 – PROFESSIONAL LEGISLATION & REGULATION

AIBC - ARCHITECTS ACT CHANGES. ASTTBC has asked Government to enact changes to the *Architects Act* along the lines of the Saskatchewan Architects and Technologists / Technicians statutes; the Architects Act in that province provides an exemption for technologists and technicians. ASTTBC seeks full and clear practice rights for BC designers / technologists and technicians.

BUILDING OFFICIAL ACT CHANGES

ASTTBC is aware that the Building Officials Association of BC (BOABC) is seeking changes to its statute that would grant restricted practice rights. ASTTBC has not to date been involved in, or consulted on, the details of the proposed changes. We are seeking information as ASTTBC wants to be sure that any new restrictive practice legislation appropriately considers ASTTBC members.

EngL TASK FORCE – JOINT WITH APEGBC

APEGBC is actively making changes to the EngL program. ASTTBC members registered as EngL are on the APEGBC committee reviewing applications.

HOUSE INSPECTOR LICENSING – ISSUES WITH THE CURRENT SYSTEM

A meeting of key stakeholders was convened by Consumer Protection BC. ASTTBC submitted a brief of issues of concern with the program, many of which were acknowledged during the meeting. The group received from CPBC an outline of the CPBC Business Plan and Fee & Cost Review. The CPBC announced audits of the approved associations which have been completed, with the exception of ASTTBC which is planned for mid January.

This was followed by an historical meeting of the Approved Associations on December 8, 2011, without CPBC, in the Board Room of ASTTBC. This meeting explored common practices with suggestions for future changes after further discussions and organizational approvals. The organizations were united in the establishment of continuing dialog with similar future meetings.

ASTTBC – APEGBC PTECH FRAMEWORK DEVELOPMENT GROUP

The APEGBC and ASTTBC Councils jointly established the Group to further develop the PTech model for BC. The Group, co-chaired by ASTTBC President Bill MacPherson and APEGBC President, Jeff Holm, prepared a report to the two Councils which outlined a model for BC. The model was approved in principle by the two Councils and the two associations are now consulting with various stakeholders. Consultation will conclude March 15 and the Group will finalize a report by April 15.

GOAL #2 – RIGHTS TO PRACTICE

APEGBC – ASTTBC Relations. The Executives of both associations met in December to review progress to date of the PTech model and to review at a high level the roles and common interests of the two organizations. Further meetings anticipated. The APEGBC and ASTTBC Executive Directors meet regularly to compare notes and consider linkages and future directions.

BC SAFETY AUTHORITY. ASTTBC has an agreement with the BCSA on a special certificate to be issued by ASTTBC to members doing limited electrical work as restricted by Regulation. The program framework and policies for certification are nearing completion. It is anticipated that the ASTTBC Council will be asked to formally approve the proposal at the March 2012 meeting.

GOAL #3 – PROFESSIONAL STANDARDS & REGULATION

This Goal is covered by the Registrar's Report to Council.

GOAL #4 – PROFESSIONAL RECOGNITION

Employer Liaison

HEALTH SCIENCE ASSOCIATION OF BC. ASTTBC continues to meet with the HSA to consult on matters concerning the professional associations of allied health professions. ASTTBC represented the biomedical engineering technologists in discussions relating to occupations classification, industry challenges and promotional activity.

WORKSAFE BC. Discussions with frontline HR staff at WorkSafe to discuss internationally trained professional recognition and recruitment. ASTTBC will explore how to partner with HR to assist with finding qualified ITPs to fill engineering positions as well as exploring how and whether or not technologists may be able to qualify for various roles based on national technologist competencies. Discussions/exploration ongoing.

Relations with other Associations / Organizations

ABCFFP. Nothing new to report.

ABCLS. A joint meeting was convened at the ASTTBC office. The group reviewed the joint MoU with suggestions as to how we might move forward, especially as it pertains to recognizing ASTTBC RSIS certification.

'ACEC-BC' CHANGED FROM 'CEBC'. The association has officially changed from Consulting Engineers of BC to Association of Consulting Engineering Companies – BC.

ACEC-BC YOUNG PROFESSIONALS AWARD. Nothing new to report.

ACEC-BC AWARDS GALA. ASTTBC will again be a primary sponsor of the 2012 Awards. ASTTBC President Bill MacPherson will serve on the CEBC awards committee.

AIBC. Nothing new to report.

APEGBC. See various items in this Report. ASTTBC Council sends a representative to each meeting of APEGBC Council and APEGBC reciprocates. The Associations share each other's Council Agenda materials. The Executive Directors for APEGBC and ASTTBC meet frequently.

BC COMMON GROUND ALLIANCE. ASTTBC has developed a draft certification policy (initial policy drafted for discussion purposes) for the Underground Utility Locators. Initial feedback on the draft policy from the stakeholder group (BC Common Ground Alliance, ASTTBC, BC Construction Safety Alliance) is good and supportive. Next steps will include discussions on the feasibility of launching a program in 2013 including the development of a survey for industry.

BC INSULATION CONTRACTORS ASSOCIATION (BCICA). The BCICA's Project Manager Julian Kenney and ASTTBC have engaged in exploratory discussions to develop a possible new technical specialist registration certification to recognize insulation contractors engaging in INSPECTION SERVICES in new and retrofit installations.

BOABC. Nothing new to report.

Goal #5 – MEMBER SERVICES

ASTTBC Newsletters, Web Sites & Social Media

ASTTBC BROADCAST E-MAIL. 202,254 personalized broadcast messages were distributed between September 30, 2011 and January 15, 2012 with an average opening rate of 60-65%.

ASTT e-NEWS. Continues to be sent monthly. For past issues:
<http://www.asttbc.org/services/communications/e-news.php>

ASTTBC.ORG WEBSITE. New, updated ASTTBC website was launched in late Fall 2011 and it notably improved the feedback from our visitors. The number of unique website visits rose to 6,160/per month on average. Most frequently visited pages during this reporting period were: Technologist Register, How to Apply, Classifications and Programs. Most of the referrals came from our regular partners: BCIPI, BCIT, Civic Info BC, Work Futures and CICIC. We also noticed a rise in the visits that came via our account on Facebook. Website visits via portable data devices like iPhone, Android and Blackberry are also increasing.

SOCIAL MEDIA:

* **Webinars.** Webinars have now been used for over two years by various TS groups, Task Force teams and committees, offering a convenient way to deliver workshops or lectures. Webinars save time and money, delivered at no cost to the attendees they are quite simple to use. The webinars will once again be offered during this year's AGM.

* **YOU-TUBE.** ASTTBC's channel on You-Tube currently features 35 various length videos and it generated 6,836 hits. To visit ASTTBC video channel on You-Tube please follow the link www.youtube.com/ASTTBC

* **Microblogging.** ASTTBC's twitter account currently has 109 followers compared to 47 since last reporting period. We have issued 63 tweets and our followers include numerous ASTTBC members, a few MLA's,

Telus, MISTIC, Consumer Protection BC, to name a few. We thank all of our followers for their interest and further promotion of our Association. To visit/follow us please go to www.twitter.com/ASTTBC

ASTT NEWS. The July to December 2011 issue (#129) was mailed to members in December. The front page included feature articles on government liaison work and strategic directions. The ViewPoint guest editorial was by the Honourable Naomi Yamamoto, Minister of Advanced Education. Inserts included a new ASTTBC member services brochure, a Marks Work Wear House savings card, and an information sheet on critical illness insurance. ASTT News #130 will go into production in February, 2012, with an April target mailing date.

CAREERS WEB SITE. ASTTBC's career website can be found at <http://careers.asttbc.org>.

MEMBER COMPENSATION SURVEY. 2011 Member compensation survey (MCS) results tabulated and posted to the ASTTBC website for member/public access and review.

Member Benefits Program - TechCLUB

MEMBER SERVICES BROCHURE. Design and production of Member Services Brochure 2012 completed to reflect current line-up of group programs and services provided by ASTTBC's Affinity Partners and the TechCLUB program; brochure mailed to members with ASTT News #129.

TechCLUB. New and updated seasonal products and services continue to be added to the TechCLUB. See below and also go to web site for all services / programs: <http://techclub.asttbc.org>.

* **Critical Illness Insurance Affinity Program.** AceLife Critical Illness Insurance program has been soft launched with an insert being included in the fall installment of the ASTT News. Cropro Financial (ASTTBC's insurance broker for this program) will work with ASTTBC to formally introduce the program to members via broadcast email.

* **Steve Nash Fitness World.** Initial discussions underway with Steve Nash Fitness World to offer a corporate savings program to members.

* **Walton Capital Group.** ASTTBC is exploring an affinity partnership opportunity with Walton Capital Group to offer a new investment savings opportunity to ASTTBC members. Developments ongoing.

TECHPROFILE. With each monthly issue of *ASTT e.NEWS* we encourage members to post their profile to TechPRO. A member is profiled monthly in each issue of e-News. <http://www.techprofile.ca/>.

Institutes - Special Certification Programs

BCIPI Steering Cttee held their first 'gotomeeting' on January 10 with excellent results, participants request we stay with this format and eliminate conference calls. Comment from Barry Brooks of OK College in which he states that gotomeeting is far superior to what the college now uses and he will change to gotomeeting for his distant learning program. The Cttee has agreed to implement gotomeeting for their upcoming subcommittee meetings based on the successful exchange of documents and time saving length of meetings experienced in the January 10 meeting.

BCIPI 'Institute Governance Policy' submission to Council May 1, 2012

BCIPI Education Program. A strong program has been developed on a single theme "HVAC" that will dominant the spring season with 4 sessions culminating with a full day May 26 in conjunction with ASTTBC AGM at Metro Town Hotel.

BCIPI Marketing: The Steering Cttee approved a letter campaign directed to Real Estate Offices throughout the province. The members have requested this as a replacement to Home Shows. The mailer will begin March 1, 2012.

CONSTRUCTION SAFETY OFFICER. Membership with pending files stands at 207. Discussions underway with BC Construction Safety Alliance re their interest in taking over CSO Program. ASTTBC a major participant in the annual WorkSafe BC Construction Safety Conference. Panel members Jim Hopkins, CRSP and Steve Mah, CSO are withdrawing from the CSO Panel. Nominated new members are Bruce Jackson, CRSP and Duane Wright.

FIRE. Continue to advance awareness and acceptance of the program. Extra attention directed at the BC Safety Authority Electrical Work Practitioner Program.

ONSITE WASTEWATER. For general info go to <http://owrp.asttbc.org/>.

*** Stakeholder Forums**

ASTTBC has hosted two stakeholder forums, one in September and one in November of 2011 with a third scheduled for January 17, 2012. These meetings have included the BC Ministry of Health, BC Onsite Sewage Association, Western Canada Onsite Wastewater Management Association and the BC Water and Waste Association. The goal of these meetings is to solicit input from the stakeholders on OWRP policy initiatives and discuss challenges and issues affecting Registered Onsite Wastewater Practitioners and the onsite wastewater industry as a whole. The first meetings have been both positive and highly productive, and we anticipate that future meetings will continue to produce solutions that propel the onsite wastewater industry forward.

*** Changes to the Standard Practice Manual**

The Ministry of Health has just provided the first draft of the Standard Practice Manual Version 3, and has asked both the Manager, OWRP and the OWRB for input. Insight from ASTTBC is seen as an important source for these changes in part due to problems observed through the Practice Assessment Program within the OWRP as well as investigations into complaints against ROWPs that show common patterns due in part to problems with the current version of the SPM.

*** Communication**

The Manager, OWRP is working closely with the Regional District of Nanaimo and their independent contractor on the exploration of options related to the implementation of a mandatory maintenance bylaw. The first meetings between RDN, their contractor, and the Manager resulted in a work plan that will be better tailored to the realities of onsite system maintenance and ROWP practice than an existing bylaw in another region that had been the template.

Regular news bulletins for ROWPs continue to be sent out that cover items that affect ROWP practice, survey members on issues important to them, and invite members to comment.

*** Standard Practice Manual:** The Ministry of Health has engaged a consultant to revise the SPM.

REGISTERED TECHNOLOGY MANAGER. A business plan has been developed and Board membership adjusted to help move the program forward. AScTs and CTechs involved in supervision, management or leadership in the technology fields are encouraged to consider registering as a RTMgr. <http://rtmgr.asttbc.org/>

SDIBC. Nothing new to report.

GOAL #6 – TECHNOLOGY EDUCATION & CAREERS

Educational Institutions

BCIT and COLLEGE LIAISON. Student recruitment continued at various campuses including BCIT Mining, Architectural & Building Engineering Technology, and Camosun College Environmental Technology. ASTTBC exhibited at the BCIT Big Info Night which was a successful and busy evening greeting prospective students, faculty, current students as well as ASTTBC members.

FEAT BURSARIES. ASTTBC's Manager, Member & Program Development attended various institute student awards recognition events at BCIT, Kwantlen College, Camosun, and Okanagan College to present bursaries to student award recipients.

INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS (IEEE) – BCIT Student Branch. ASTTBC sponsored an Electronics Engineering Technology student led LAN Party, which featured over 60 students participating in an online gaming event at the BCIT Burnaby campus.

OKANAGAN COLLEGE. Continuing membership on the Regional Dean's Advisory Committee and Chairing of the Civil Engineering Program Advisory Board. Student memberships presentations to all first year classes. Spaghetti Bridge, Robocup Competition, Math Challenge and Career and Science Fairs are ongoing annual events which show great success. Implemented automatic student membership enrolment process. Annual CPD event in October.

SELKIRK COLLEGE. Presentation to 1st and 2nd year students to promote student membership is planned for April. Continuation of annual CPD event at Selkirk College in October.

TRU (Thompson Rivers University). Student presentations held in May. TRU supportive of a CPD event for Spring 2012.

Career Awareness and Liaison - General

ACCELERATE OKANAGAN (AO). Recent discussions have created a willingness for both parties to work together in the near future.

BC INNOVATION COUNCIL. Nothing new to report

BC SCIENCE TEACHERS ASSOCIATION (BCScTA). ASTTBC sponsored the annual BC Science Teachers Association annual conference in October. As part of the sponsorship, ASTTBC participated as an exhibitor at the event held in Richmond, BC. It gave staff an excellent opportunity to connect with science teachers and members of the BCScTA board at the well-attended event.

BIG LITTLE SCIENCE CENTRE (BLSC). ASTTBC continues to provide financial assistance and also make available ASTTBC staff to assist BLSC with their fund raising program. Visit <http://www.biglittlesciencecentre.org/>.

GLENEAGLE SECONDARY CAREER FAIR. ASTTBC attended as an exhibitor at the annual SD43 career fair hosted by Gleneagle Secondary School in Coquitlam. Students from grades 8-12 attended the career fair. ASTTBC was on hand to talk about careers in technology with students and teachers alike, distribute career profile information, as well as ASTTBC promotional items.

INTERIOR SCIENCE INNOVATION COUNCIL. Recent dialogue and meetings in Kamloops have established the basis for future collaboration and partnering with ISIC.

KAST (Kootenay Association for Science and Technology). Our partnership continues to grow. ASTTBC major sponsor for Quantum Leaps conference. Combined ASTTBC / KAST / Selkirk College annual CPD event planned for October.

MISTIC. ASTTBC was again a primary sponsor of the MISTIC 2011 Awards, was the sponsor of the event's printed Programme and sponsored the Technology Leadership Award. ASTTBC had a booth at the business show.

NATIONAL ENGINEERING & GEOSCIENCE MONTH. ASTTBC will again engage with NEGM: support APEGBC popsicle Stick Bridge Building Competitions in several locations; sponsor a special insert in Prince George Free Press; support APEGBC advertising to extent possible within budget; present Top in Technology Awards in various locations throughout BC; convene member meetings in several centres; and post appropriate information to a new web site to be ready for the NEGM.

NATIONAL TECHNOLOGY WEEK 2011. November 1-7, 2011. ASTTBC promoted NTW in a number of publications including the Youthink Magazine with a multi-month and online web campaign spanning September thru November. Exposure in the e-News and periodic broadcast emails occurred. As well, ASTTBC featured NTW and itself in radio ads occurring during the week in heavy rotation on AM730 and CKNW 980. NTW was promoted by the BCIT Student Association via twitter (tweeted) to 20,000 students letting them know about the event. An NTW contest was also held thru to December designed to get students, members and the public to find out more about NTW activities and ASTTBC.

SCIENCE WORLD. ASTTBC continues to support Science World's mentoring and student awareness programs, notably *Scientists in the Schools*.

SKILLS CANADA BC. ASTTBC met with new Director of Development, Amber Papou of Skills Canada BC. Discussions primarily focused on ASTTBC's interest in continued technology career promotion as part of SCBC's mandate to promote both trades and technology occupations to primary and secondary students. Preliminary plans to sponsor SCBC in 2012, attend the provincial skills competition in April 2012, and development of a possible MOU.

GOAL #7 – PUBLIC POLICY

Building Standards

BUILDING CODE RENEWAL / MODERNIZATION II. The Building Policy Branch sent out a survey to all industry, professional associations and other stakeholders to elicit feedback on key issues warranting attention, including roles and responsibilities. ASTTBC participated.

\
NATIONAL / BC BUILDING CODES. A new version of the Code is being reviewed with stakeholders. ASTTBC participated and encouraged members to offer their comments. .

Economic Development, Employment and Community Services

ASIA PACIFIC GATEWAY SKILLS TABLE. The ASTTBC Executive Director is a member of the APGST Board. The Table is actively pursuing projects relating to skills required to meet industry demands. <http://www.asttbc.org/docs/apgst.pdf> .

PACIFIC NORTHWEST ECONOMIC REGION (PNWER). The Executive Director attended the Economic Summit this November in Victoria. For info on PNWER: <http://www.pnwer.com>

PREMIER'S TECHNOLOGY COUNCIL. Nothing new to report.

TECHNOLOGY EDUCATION & CAREERS COUNCIL (TECC) convened a Board meeting at which Sandy Innes stepped down as Chair and continues as Vice Chair. Sid Siddiqui, PEng was appointed Chair. ASTTBC and BCIT signed an updated MoU at this meeting.

First Nations

FNCC. The Council continues forward movement with a number of activities: career fairs; web site upgrades; career profiles posted; videos of First Nations members; and joint opportunities with other stakeholders. See <http://fncc.asttbc.org/>

FIRST NATIONS EMPLOYMENT SOCIETY. Wendy Grant-John, the new Public Representative on ASTTBC Council, connected ASTTBC with the FNES. A meeting is scheduled for early 2012.

FIRST NATIONS TECHNOLOGY COUNCIL ASTTBC and FNTC continue to look for ways to work together in areas of common interest. The signing of the MoU at ASTTBC AGM 2011 set the stage for a close working relationship.

Government Liaison

BC MLA LIAISON. Various formal and informal communications with MLAs: Gary Coons, Rob Fleming, Randy Hawes, Dave Hayer, Gordon Hogg, Leonard Krog, Kevin Krueger, Richard Lee, Norm Letnick, John Les, Margaret MacDiarmid, Michelle Mungall, Pat Pimm, Bruce Ralston, Linda Reid, Doug Routley, John Rustad, Bob Simpson, Ben Stewart, Moira Stilwell, Ralph Sultan, Jane Thornthwaite, John van Dongen and John Yap.

BC MLA LIAISON - CABINET MINISTERS. Recent formal and informal meetings and conversations included Ministers Bell, Bloy, Bond, Cadieux, Clark, de Jong, Lake, Lekstrom, McNeill, Polak, Thompson, and Yamamoto.

BC LEGISLATURE. The Legislature will sit again this Spring. First day back is February 14, 2012. A Fall 2012 session has been scheduled.

MUNICIPAL. Nothing new to report.

Immigration & Internationally Trained

ASIA PACIFIC GATEWAY SKILLS TABLE. ASTTBC Executive Director is a member of the Table. Active engagement with the Table provides the opportunity to address technology education and careers education and skills shortages in this area. ASTTBC work re Internationally Trained Professionals is of interest to the Table.

CANADIAN TECHNOLOGY IMMIGRATION NETWORK (CTIN). ASTTBC was helpful in recent changes made to the site to present a balanced picture of the technology professional associations across Canada.

INTERNATIONALLY TRAINED PROFESSIONALS – GOVERNMENT GRANT. ASTTBC secured a grant from the BC Government to enhance ASTTBC's services and offerings directed to ITPs. The grant will be used to survey ITPs and find out how they made out upon their arrival to Canada / BC, formulate an action plan to address issues, create a new web site for ITPs, convene several forums across BC and develop an 'alternate-to-training' program to assist ITPs secure the competencies needed for certification as a CTech or ASCT.

NATIONAL IT INDUSTRY PROMOTION AGENCY OF SOUTH KOREA (NIPA).

<http://www.nipa.kr/engmain.it>

ASTTBC's offices were visited by a delegation of 19 individuals from NIPA. Representing a variety of agencies and government from South Korea, the delegation requested to visit ASTTBC to learn more about how the association registers and certifies individuals, provides services and reaches out to its members. It was a great experience that all staff available had the opportunity to participate.

Sustainability Agenda

TechGREEN. Three awards were handed out at the 2011 Technology Awards & Recognition Celebration. To learn more about TechGREEN: <http://www.techgreen.ca/>

Women in Technology

BCWIT. The leadership in BC WiT continue to represent ASTTBC and connect with other organizations helping promote careers in trades, engineering and technology. BCWiT posts happenings to their web site: <http://bcwit.com/news.php>

GOAL #8– GOVERNANCE & MANAGEMENT

AGM & PROFESSIONAL DEVELOPMENT DAY 2012. We have an exciting day planned for **Friday, May 25th, 2012** at the Hilton Metrotown Burnaby. We are pleased to announce that we have confirmed Cheryl Cran with CMI Speaker Management as our Guest Speaker for this year. Cheryl comes highly recommended and will be speaking on 'Generations in the Workforce'. The day will run from 7:30 am – 4:30 pm and will include some breakout sessions and our TOP in Technology Award Presentations. PLEASE SAVE THE DATE

ASTTBC AWARD NOMINATIONS. We are currently seeking ON-LINE Award Nominations. Do you know or work with an outstanding Technology Professional who should be recognized for their contributions to technology, the profession of technology or through volunteering? Please visit our website to find out more information on ALL Awards and to make a Nomination: www.asttbc.org/about/awards/nominations.php

BUDGET 2011. A REVISED 2011 Budget was received by Council in September. Early year end figures point to a modest surplus.

BUDGET 2012. The Budget for the new year was approved by ASTTBC Council in September.

FINANCIAL REPORT TO DECEMBER 2011. The Un-Audited Financial Report for December 2011 shows a modest surplus to year end.

MEMBER MEETINGS. We have scheduled a number of Member Meetings throughout the Province. The first stop is Prince George on January 10th followed by Kamloops on February 9th and Kelowna, Victoria, Nanaimo, Nelson, Castlegar, Ft St. John, Dawson Creek and Smithers in March. Additional Member Meetings planned for May.

TECHNOLOGY AWARDS & RECOGNITION CELEBRATION. This year's gala event was a great success! We were pleased to have over 230 special guests and volunteers in attendance on Saturday, November 5, 2011 at the Vancouver Marriott Pinnacle Hotel. This year's Silent Auction & Wine Raffle helped take FEAT's fundraising goal OVER THE TOP! One of the highlights of the evening was the release of a "Technology Toon" Video giving a "Kids Eye View" of TECHNOLOGY, performed by the KERPLUNKS. To view the video go to: http://www.youtube.com/watch?v=9L01waxBs5c&feature=channel_video_title
We also had a number of MLAs and a MP in attendance: Wai Young, MP, Hon. Harry Bloy, Hon. Ida Chong, Linda Reid, MLA & Dave Hayer, MLA and Surrey Mayor Dianne Watts sent a video greeting. The guest Speaker was Hon. Naomi Yamamoto, Minister of Advanced Education. This annual celebration is our way of saying thanks to our many Volunteers & Partners and to also recognize some very deserving Award Recipients.

TECHNOLOGY PROFESSIONALS CANADA. TPC Leadership Council received a report from the Canadian Standards Association on national accreditation. TPC has agreed to proceed with implementation of the CSA recommendations and will ask the TPC associations from BC, AB, SK and ON to support the proposal to proceed to implement Technology Accreditations Canada and develop a new accreditation model for Canada. <http://www.technologyprofessionals.ca/en.aspx>

TECHNOLOGY REGISTRATIONS CANADA. ASTTBC worked with other technology professional association Registrars to develop 'Technology Registrations Canada', a web-based program to assist ITPs assess their credentials and get registered with ASTTBC and our sister associations throughout Canada. ASTTBC received HRSDC funding for Phase II of this project. Phase II has now been completed and ASTTBC will go live with TRC in January 2012. ASTTBC is seeking additional HRSDC funding to broaden the update of the TRC and enhance other elements of professional standards. We anticipate a response by end of March 2012.

TOP IN TECHNOLOGY AWARDS continue to be presented at the local level with positive results.

WORK PLAN 2011. Generally achieved completion or solid progress in most of the Actions proposed for 2011.

WORK PLAN 2012. Plan approved by ASTTBC Council at September meeting.

Marketing, PR and FEAT

ADVERTISING IN THIRD PARTY PUBLICATIONS. Advertisements placed in several publications to promote ASTTBC, BC Technology Professionals, careers, etc., as it pertains to general promotion and/or sponsorship of third party events: BC Science Teachers' Association Conference (sponsorship and advertising); MISTIC Innovations Awards (sponsorship and advertising); Youthink Magazine (advertising campaign linked to technology career choices and National Technology Week); BC Natural Resource Forum & Economic Summit (sponsorship and advertising); Business In Vancouver 'The Right Course' Magazine (advertising).

ADVERTISING STANDARDS & RATES. Advertising rate card updated for advertising placed by Affinity Partners, TechCLUB providers and third parties in ASTTBC publications in 2012.

ASTTBC DISPLAY BOOTH / BANNER. Fairly heavy use during the final months in 2011.

ASTTBC LOGO. Refined design of the ASTTBC logo for use by third parties; to address readability at smaller sizes and 'ASIT' visual anomaly in the existing mark.

FEAT. Thanks to the generous support of donors and committed volunteers, our 500x50 "Ignite the Spark!" Campaign achieved its goal of building the ASTTBC-FEAT Technology Legacy Fund to \$500,000.

This campaign was launched at the 2008 Technology Awards & Recognition Celebration (TARC) with a \$25,000 gift by ASTTBC, which brought the Fund to \$320,000. More than \$180,000 was raised during the three-year campaign, including a further \$30,000 contributed by ASTTBC. It was the FEAT Silent Auction at TARC 2011 that took the Technology Legacy Fund over the top! In addition, FEAT provided more than \$60,000 in annual bursary support for technology students over the course of the campaign.

PHOTOGRAPHY ARCHIVES. Ongoing acquisition and archiving of photos taken at Association events and/or submitted by registrants; continued investigation into an ‘online depository’ for photographs to be incorporated into print and digital collateral.

MEMBER SATISFACTION SURVEY. Is now being compiled and results will be sent to members and posted to the web. A full presentation will be made to Council at the May 2012 meeting.

SPONSORSHIP. The Technology Awards & Recognition Celebration (TARC) 2011 event was a great success in part due to the generous support of 18 Event Partners and Sponsors. National Technology Week also benefited from sponsorship support, which allowed ASTTBC to publish a full-page advertisement in *Youthink* magazine to promote technology career awareness to BC high school students. A total of \$35,000 in sponsorships enhanced the value and quality of these annual Fall events.

Media

ASTTBC IN THE NEWS. Several instances where ASTTBC was profiled in local papers, all associated with the presentation of Top in Technology Awards.

MEDIA ROOM ON WEB. Investigation into an online ‘Media Room’ to complement the present approach to making news releases available to media outlets and interested stakeholders; to be incorporated into ASTTBC’s primary web site at some point in the future.